

Southern Health Services (SHS)

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Survey Instruments and Purpose

Survey Instruments	<ul style="list-style-type: none"> Health Plan Survey
Version/Population	<ul style="list-style-type: none"> Commercial – Adult Medicaid – Adult
Additions/Changes to Instruments	<p>SHS includes several supplemental, plan-specific questions in its survey.</p> <ul style="list-style-type: none"> For one large employer group, they add several questions that pertain specifically to that group. The plan used the Child version of both surveys one year, but saw little difference in results from the Adult version.
Purpose of Project	<ul style="list-style-type: none"> Satisfying HEDIS and NCQA accreditation criteria Meeting requirements of Virginia's Medicaid program Documenting performance guarantees with employer groups Reporting to providers Focusing QI initiatives

Survey Administration

Administered Since	1997 for the Commercial population
Administration Mode	Mail survey; as of 2004, also using telephone follow-up

Uses of Survey Results

Reporting	<p>SHS reports results to the following audiences:</p> <ul style="list-style-type: none"> NCQA, for HEDIS and accreditation purposes A large employer, as evidence of performance guarantees Members, through a member newsletter that includes CAHPS results Physicians and physician groups, through public relations representatives Virginia's Department of Medical Assistance
Quality Improvement	Public relations representatives report results to physicians and work to educate them and initiate QI programs. An internal QI committee views results with an eye toward focusing QI initiatives at the health plan level.
Marketing/Publicity	In addition to posting its results on its Web site, SHS uses CAHPS results in RFPs and other marketing materials.